

NATIVE JAPANESE LAUNCH QA

Japan Release Readiness Pass

Not translation. A developer-ready decision pack for games and SaaS before a Japanese launch.

Native wording | UI context | player friction | trust | release risk

GO / FIX / NO-GO	P0-P3	Desktop + Mobile
launch decision	severity and evidence	two-context review

What the buyer receives

A release verdict, annotated screens, a prioritized issue register, corrected Japanese, a mini terminology sheet, and one recheck. We do not promise revenue, legal compliance, platform approval, or bug fixes.

All examples in this document are fictional and were created solely to demonstrate the audit method.

Bento Dungeon

FICTIONAL ROGUELITE GAME

FIX

12 issues found

Audit goal

Check whether battle UI, variables, terminology and store copy are safe to ship to Japanese players without creating confusion or breaking immersion.

Severity	Location	Before	Recommended	Why it matters
P0	Reward popup	あなたは {count} コインを得る	コインを{count}枚獲得	Variable remains intact and the counting expression sounds native.
P1	Battle button	損傷を与える	攻撃する	Literal wording describes damage, not the player action.
P1	Stats screen	攻撃 / ダメージ	攻撃力 / 与ダメージ	Two different concepts were collapsed into inconsistent labels.
P2	Store CTA	今すぐ冒険を開始してください	今すぐ冒険へ	Shorter CTA fits the button and matches the energetic tone.
P2	Character line	私は腹が減っています。	腹減ったな。	The formal machine-like voice conflicts with the character profile.

Release decision

FIX before launch. One variable-risk issue and three player-friction issues should be corrected before the Japanese store page is promoted.

Demo evidence: fictional source strings, fictional UI and fictional findings.

CalmCloud Invoice

FICTIONAL B2B SaaS

NO-GO

Trust score 54 / 100

Audit goal

Review the pricing-to-signup-to-invoice flow for Japanese trust, clarity and conversion friction. This is product-language QA, not tax or legal advice.

Severity	Location	Before	Recommended	Why it matters
P0	Pricing	月額3,000円	月額3,000円（税込）	Tax treatment is unclear at the purchase decision point.
P1	Permission	全請求書への完全アクセスを許可	請求書の作成・送信に必要な範囲でアクセス	The literal permission request sounds broader and riskier than necessary.
P1	Plan name	自由な計画	フリープラン	The direct translation does not match common Japanese SaaS terminology.
P1	Error	あなたのカードは衰退しました	カード決済を完了できませんでした	The machine translation is alarming and semantically wrong.
P2	Signup	無料で始めること	無料で始める	A natural action label reduces hesitation.

Release decision

NO-GO for paid acquisition until pricing clarity, permissions wording and the payment error are fixed. Recheck after corrections.

Demo evidence: fictional product, fictional flow and fictional findings.

Moonlit Parcel

FICTIONAL COZY NARRATIVE GAME

GO AFTER FIX

Tone consistency 71 / 100

Audit goal

Protect character voice, world terminology, spoilers and UI length across the tutorial, item descriptions, dialogue choices and achievements.

Severity	Location	Before	Recommended	Why it matters
P1	Dialogue	わたくしは行くよ	私は行くね	First-person style and sentence ending contradict the character tone sheet.
P1	Achievement	月の郵便局の真実	夜明け前の配達	The current title reveals a late-story twist.
P2	Item	星明かり小包配達許可証	星便の許可証	The current label will overflow the inventory card.
P2	Tutorial	パッケージを落としてください	荷物を置く	Package is contextually 'parcel'; the polite imperative feels mechanical.
P3	Store copy	CERO A 承認済み	年齢区分は審査中	A fictional product must not imply a completed rating review.

Release decision

GO AFTER FIX. No blocking functional issue, but the spoiler and rating-language risk must be corrected before publication.

Demo evidence: fictional story, fictional terminology and fictional findings.

JAPAN RELEASE READINESS PASS - PRICING

Packages with hard scope limits

Pricing is based on decision evidence and developer-ready reporting, not raw word count alone.

FREE MICRO-CHECK	PILOT PASS	RELEASE PASS	PATCH GUARD
\$0	\$100 / ¥15,000	\$350 / ¥49,800	\$200 / ¥24,800 mo.
1 public screen 5 strings / 150 JP chars Up to 3 findings One company, once	3 screens 600 words 1 core flow Up to 10 findings Desktop + mobile 3-hour cap	8 screens 2,000 words 2 core flows Up to 30 findings 15 UI rewrites 30-term glossary One recheck 8-hour cap	1 release / month 3 screens 500 new words 1 core flow Up to 10 findings No rollover 2.5-hour cap

Scope exclusions

Full translation, implementation, legal review, advertising approval, certification, functional bug fixing, source-code access and unlimited revisions are not included.

Launch workflow

1 Scope	2 Audit	3 Decide	4 Recheck
screens, words, flows	native + product QA	GO / FIX / NO-GO	one agreed pass

Pricing is an initial market test and may change after measured delivery time, response rate and repeat demand. USD and JPY prices are separate display prices, not a live exchange-rate promise.